

The retail industry is one of the most competitive and, as a result, challenging arenas for graphic designers. The expectation for creativity and originality is extremely high, yet the success rate of many retail ventures is quite low—so getting the marketing and branding right is essential for survival. This book provides a wealth of graphic design inspiration from a variety of retail businesses, offering designers, retail marketers, and business owners a vast collection of innovative options. Like the other books in Rockport's 1,000 series, the pages pop with ideas for promotions, signage, tags, advertisements, flyers, bags, logos, and ad premiums such as novelties, giveaways, and more.

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